

Abstract

The thesis „*Who saves or does not save the energy: Uncovering the reasons for practicing energy-saving activities in households*“ identifies the segments which tend to (not) perform selected household energy saving activities and discover the reasons behind the (non) practicing these activities. The author uses both quantitative and qualitative approach. By quantitative approach, the author analyzes data from pilot project PURGE in order to identify segments which are more likely to do selected activities. Emphasis is placed on class position. The author's own qualitative survey by semi-structured interviews identifies the reasons behind this activities. Generally, the author discovered that the upper classes practice energy-saving activities more often than the lower classes which is consistent with findings that lower classes tend to perform habitual behavior and rely on technology and upper classes tend to calculate and study the effect of these activities. Among lowest educational category are (compared with other educational groups) more people who leave always or often turned on the television or radio, even when no one is watching. Women state more likely than men that they never turn down heating when leaving home for more than four hours, what corresponds to findings that arise from qualitative research. One of the key findings is a bad experience with too much lowering the temperature at the departure, that the informants want to avoid in the future. There was also observed rebound effect (especially washing) and social desirability bias (switching TV).